Patrimonito’s World Heritage Adventure cartoon series is a flagship activity carried out under the World Heritage Education Programme since 2002.

The cartoon series aim to raise the awareness of the importance of Heritage preservation among the youth, through a “By young people, For young people” approach, inviting them to convey the message of World Heritage preservation to their peers.

So far, 13 episodes of Patrimonito’s World Heritage Adventure have been produced.
Context

By creating storyboards through national and international competitions, young people introduce a World Heritage site, present the threats and challenges it is facing and offer solutions to preserve it. The main character used to create them is “Patrimonito”, which means ‘small heritage’ in Spanish and represents a young heritage guardian.

Selected storyboards are then professionally produced as an episode of the cartoon series and disseminated over the world to State Parties, UNESCO Associated Schools Project Network (ASPnet), youth NGOs and at all sorts of UNESCO events. The cartoons are also available to the greater public on UNESCO World Heritage Website (at http://whc.unesco.org/en/patrimonito/) and UNESCO social media channels.

Objectives

1. Encourage the active participation of youth in the national and international storyboard competition, familiarize youth with the basic concepts on World Heritage and the importance of its conservation, inspire youth to join the preservation and conservation of World Heritage.

2. Provide youth with the knowledge, skills and attitudes to nurture a culture of peace and tolerance and the respect of culture diversity, through the broad dissemination of the Patrimonito’s World Heritage Adventure Cartoon series.
Relevance

UNESCO is committed to empowering youth and ensuring that their voices are heard. The Organization is guided in this by an Operational Strategy on Youth (2014-2021). Through this project, we are encouraging the active participation of youth, and the integration of youth concerns and issues into the awareness-raising activities carried out under the World Heritage Education Programme.

Outcomes & Beneficiaries

1. In order to promote a wide understanding of the World Heritage Convention and its global relevance, new episodes of the Patrimonito’s World Heritage Adventures Cartoon series will be produced through national, regional and international storyboard competitions.

2. Youth engagement fostered, heritage values promoted and mutual understanding developed as a means to help prevent conflicts.

Budget

An estimated overall extrabudgetary funding of USD 90,000 is needed for the implementation of one episode of the Patrimonito’s World Heritage Adventures Cartoon. These funds will cover the development of film production, including designing, producing, copyright for sounds tracks/music as well as images; translation into 6 official UNESCO languages, and the production into DVD and posters; the fund will also cover the coordination fee for the overall work on administrative and technical support.

Timeline

- Month 1: Launching of the storyboard competition
- Month 4: Selection of the winner
- Month 5 to 11: Production of the episode
- Month 12: Diffusion around the world
If funds are available, the following timeline for the organization of the international/national storyboard competition and the production and dissemination of the film, can be envisaged:

Visibility

<table>
<thead>
<tr>
<th>Visibility material</th>
<th>Placement/Event</th>
<th>Outreach</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article on the Homepage</td>
<td>Donor’s logo</td>
<td>WHC website: whc.unesco.org</td>
<td>9,735,000 unique visitors, 41,650,000 pageviews</td>
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<tr>
<td></td>
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<td>Public</td>
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<td></td>
<td>Statistics for 2016: 13,340,000 visits</td>
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<tr>
<td>Reports to the World Heritage Committee</td>
<td>Donor’s logo</td>
<td>42nd session (June/July 2018)</td>
<td>9,735,000 unique visitors, 41,650,000 pageviews</td>
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<td>Public</td>
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<tr>
<td></td>
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<td>Statistics for 2016: 13,340,000 visits</td>
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<tr>
<td>Reports to the World Heritage Committee</td>
<td>Donor’s logo</td>
<td>43nd session (June/July 2019)</td>
<td>Approx. 2,000 participants from 193 countries</td>
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<tr>
<td></td>
<td></td>
<td>World Heritage Committee members, Observers, NGOs, Site Managers, press</td>
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<tr>
<td>Social media promotion</td>
<td>Donor’s logo</td>
<td>UNESCO official social media channel, including Twitter, Youtube, Facebook, Wechat, Weibo etc.</td>
<td>Approx. 30,000 targeted subscribers</td>
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<td>Public</td>
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Contacts

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